

JACK BARRON

MARKETING SPECIALIST

Jackbarron.mktg@gmail.com (816) 313-7525 LinkedIn Portfolio

EXPERIENCE

Marketing Specialist, Summit Stoneworks KC

May 2025 - Present

Kansas City, Missouri

- Creating and managing marketing efforts on social media, search engines, third-party websites, and the company's website
- Creating ads, posts, graphics, and more from scratch for marketing purposes

Intern, Society for American Baseball Research

February - April 2025

Phoenix, Arizona

- Creating articles and other pages using WordPress and coding skills
- Researching and writing biographies for baseball's premier research group

Community Intern, Yelp

October 2024 - May 2025

Phoenix, Arizona

- Managing social media and Yelp website mentions to market in-person events
- Creating video content to be edited with Adobe Suite and Canva for a social page with over 19,000 followers
- Controlling a social media calendar for Instagram Reels, carousels, and standard posts

Social Media Marketing Intern, XPR Sport Experience

Córdoba, Argentina

May 2024 – July 2024

- Designed marketing posts for Instagram using Adobe Suite products
- Composed over 25 posts marketing sports camps for audiences in Argentina and France
- Communicated with coworkers and wrote posts in Spanish

SKILLS

Analytics

Paid social campaigns

Website design

Spanish

Adobe / Canva

Photography

CERTIFICATIONS

Google Analytics

Google Digital Marketing & E-commerce

Branding: The Creative Journey

EDUCATION

Water Cronkite School of Journalism and Mass Communication at Arizona State University

Bachelor of Arts, Sports Journalism

Graduated Summa Cum Laude: May 2025

- Relevant Coursework: Digital Audience Analysis, The Digital Audience, Digital Graphic Design, International Mass Communication